

DRAFT VWOA Communications Meeting Minutes

November 4, 2024

In Attendance

Chairman Francis Lomax, Bill Fenstermacher, Michelle de Jongh
Patricia Holmes, Joyce Oliver, Barbara Lee, Coral Fathy

Absent: Dora Trosclair, James Holmes

Guests: Residents Francis Ferdin and Jennifer O'Connor

The meeting was called to order at 10:09 AM

Review/Approve Previous Minutes

The August and September minutes were brought up for approval.

Motion: Bill Fenstermacher motioned that we add a block for the date and signatures of the committee chairman and secretary to the bottom of the Committee minutes.

Seconded: Francis Lomax. All were in favor.

Motion: Bill Fenstermacher motioned to approve the August minutes with the addition of the signature/date blocks and then changing the word "Draft" to "Approved."

Seconded: Joyce Oliver. All were in favor.

Motion: Francis Lomax motioned to approve the minutes for the informal September meeting with the addition the signature/date block and then changing the word "Draft" to "Approved."

Seconded: Joyce Oliver. All were in favor.

Old Business

a. Templates for newsletter articles. Bill Fenstermacher explained the templates to the guests and said he continues to work on article templates for future issues of the newsletter. Suggestions and ideas are welcome.

b. Website status. The plug-in problem has been corrected and the website is running smoothly.

c. Newsletter statistics. Still in progress. Bill Fenstermacher reported that there are close to 200 bounce-backs/suspended accounts, which affects the "open rate."

d. Use of "Alt Text" for Constant Contact and Website. Francis will do more research to determine how to add alt text so that the readers can interpret the images.

e. Welcome bags. Still in progress; waiting for the Board to update.

f. Yard of the Month. No update. The Board is still discussing this.

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New Business

a. Possible virus detected on the Strategic Planning Committee webpage. Francis Lomax said the problem has been solved and it should be good now.

b. Research needed to help select a new VWOA website service provider. The Board picked three vendors -- some of which have other optional features such as integrated support for accounting, voting, and Architectural Review Committee (ARC) decisions. The board stated that the accounting and voting systems need not be changed. If they provide a voting system, it might be good to compare it with our current system, IVoteHOANow. **The Board stated that the main focus should be to make the website more user-friendly, especially for smaller cell phone devices.** Therefore, the Board requested that the committee provide a comparison list to help them decide which of the three vendors would be best to choose for our new website. **Francis Lomax thinks the current website service provider (GoDaddy) should not be automatically ruled out of the competition. He believes it would be better to provide the requirements to some professional website designers to get their estimates for updating our website.** That way, they can examine our existing website, and determine how they would meet the requirements. Guest Francis Ferdin, who has a background in communications, agreed that we need a professional to set it up the best way possible. She mentioned other systems might be better to use than Go Daddy, which is currently being used. It has to be user-friendly to the reader and the committee or whoever inputs the content.

Motion: Francis Lomax motioned to ask the Board to consider writing down their requirements, such as making the website more user-friendly, better for mobile devices, access to past VWOA website data, or anything else.

Seconded: Bill Fenstermacher. All in favor.

c. Consider procedures to ensure proper notifications of committee and Board meetings.

Notices don't always get posted where they need to be. We have to be consistent with how we get the information out. If a notice goes out in Constant Contact, then it should be posted to website, and BOD calendar, etc.

Motion: Francis Lomax motioned that we recommend that the Board, Staff, and Committees (with our help) develop a set of procedures for submitting notifications and updating the website so that they consistently follow the same process. They should identify the person or office responsible for doing so.

Seconded: Barbara Lee. All in favor.

d. Consider evening monthly Communications Committee meetings. There was a discussion about hybrid Zoom and in-person meetings, as well as evening meetings, but it was agreed that the meetings should continue as they currently are.

Motion: Francis Lomax motioned that we have our next regular meeting at 10 AM on Dec. 2.

Seconded: Barbara Lee. All in favor.

Adjournment

Meeting adjourned at 11:39 AM.